

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-106. (Cancelled)

107. (Currently Amended) A method for managing consumer ~~customer~~ perceptions related to preferences for a plurality of sensory stimulus representations of interest to respondents ~~customers~~ associated with a target focus group, the method comprising:

presenting a sensory stimulus representation through a computer system to a plurality of respondents having a statistically significant sample size ~~customers~~, the sensory stimulus representation embodying one or more sensory cues that influence human behavior;

inputting by the respondents ~~customers~~ into the computer system classification information representing an actual respondent perception ~~a response~~ elicited in the respondents ~~customers~~ in response to the one or more sensory cues presented to the respondents ~~customers~~, the classification information locating the sensory stimulus representation relative to at least one dimensional axis representing a range between a desired respondent perception and a differentiated respondent perception conceptually related to the desired respondent perception;

aggregating the classification information input by the respondents ~~customers~~ to

derive aggregated classification information representative of respondent customer perceptions; and

correlating the aggregated classification information with the one or more sensory cues using the computer system;

wherein ~~whereby~~ the computer system infers, as a function of a correlation of the aggregated classification information and the one or more sensory cues, a relationship between the sensory stimulus representations and the actual respondent customer perceptions that is potentially not discernable to a human researcher.

108. (Currently amended) The method of claim 107, further comprising identifying at least one sensory cue perceived by the respondents customers in response to the presented sensory stimulus representation, the identified at least one sensory cue relating to one or more elements of the presented sensory stimulus representation.

109. (Previously presented) The method of claim 107, further comprising receiving, in the computer system, a database comprising a plurality of sensory stimulus representations that are configurable by a user.

110. (Previously presented) The method of claim 109, wherein the database is created by the user.

111. (Previously presented) The method of claim 109, wherein the database is created by a third party.

112. (Previously presented) The method of claim 109, wherein each sensory stimulus representation in the database is associated with an agent that identifies relationships between two or more sensory stimulus representations stored in the database.

113. (Previously presented) The method of claim 107, wherein the classification information comprises ratings, and further comprising determining an average rating for a sensory stimulus representation as a function of the ratings.

114. (Previously presented) The method of claim 107, wherein the classification information comprises ratings, and further comprising determining a ranking of one or more of the sensory stimulus representations as a function of the ratings.

115. (Currently amended) The method of claim 107, further comprising receiving, in the computer system, responses from the respondents ~~customers~~ related to one or more of the sensory stimulus representations.

116. (Previously presented) The method of claim 115, wherein at least one response comprises a description of at least one of the sensory stimulus representations in relation to a desired perception.

117. (Currently amended) The method of claim 115, wherein at least one response comprises:

a rationale for ranking a set of one or more sensory stimulus representations against a specific desired perception and an opposite perception; and

a description of an emotion of a respondent customer in response to a sensory stimulus representation.

118. (Cancelled)

119. (Currently amended) The method of claim 107, further comprising:
processing the classification information;

presenting ~~outputting from the computer system~~ an initial desired perception and different sensory stimulus representations to be chosen by one or more respondents ~~customers~~ as representatives that reinforce the initial desired perception; and

collecting respondent ~~customer~~ observations and rationale for ranking of the chosen sensory stimulus representations.

120. (Currently amended) The method of claim 119, further comprising identifying a highest-ranked sensory stimulus representation as best representing ~~refining the initial desired perception to represent a more clearly focused desired~~ perception.

121. (Currently amended) The method of claim 107, further comprising:
creating a set of sensory stimulus representations ~~concepts~~ that leverage the at least one cue perceived by the respondents ~~customers~~ in response to the presented sensory stimulus representation;
presenting ~~outputting from the computer system~~ a perceptual map using an ~~output device associated with the computer system~~; and
receiving input from the respondents ~~user~~ regarding correlation of the set of sensory stimulus representations ~~concepts~~ with the perceptual map.

122. (Currently amended) The method of claim 121, further comprising:
analyzing the correlation of the set of sensory stimulus representations ~~concepts~~ with the perceptual map; and
refining the correlation of the set of sensory stimulus representations ~~concepts~~ with the perceptual map as a function of the analysis.

123. (Currently amended) The method of claim 107, further comprising receiving the classification information from at least one respondent ~~customer~~ using a computer terminal in communication with the computer system via a network.

124. (Previously presented) The method of claim 107, wherein the sensory stimulus representation comprises a visual element.

125. (Currently amended) An apparatus for determining perception management, the apparatus comprising a computer system having one or more processors and configured to:

present a sensory stimulus representation through a computer system to a plurality of respondents having a statistically significant sample size ~~customers~~, the sensory stimulus representation embodying one or more sensory cues that influence human behavior;

receive as input from the respondents ~~customers~~ classification information representing an actual respondent perception ~~a response elicited in the respondents~~ ~~customers~~ in response to the one or more sensory cues presented to the respondents ~~customers~~, the classification information locating the sensory stimulus representation relative to at least one dimensional axis representing a range between a desired respondent perception and a differentiated respondent perception conceptually related to the desired respondent perception;

aggregate the classification information input by the respondents ~~customers~~ to

derive aggregated classification information representative of respondent ~~customer~~ perceptions; and

correlate the aggregated classification information with the one or more sensory cues using the computer system;

wherein ~~whereby~~ the computer system infers, as a function of a correlation of the aggregated classification information and the one or more sensory cues, a relationship between the sensory stimulus representations and actual respondent ~~customer~~ perceptions that is potentially not discernable to a human researcher.

126. (Previously presented) The apparatus of claim 125, further comprising a data storage system including one or more data storage devices coupled thereto, wherein the data storage system comprises a database coupled to the computer system and configured to store a plurality of sensory stimulus representations.

127. (Currently amended) The apparatus of claim 125, wherein the computer system is further configured to identify at least one sensory cue perceived by the respondents ~~customers~~ in response to the presented sensory stimulus representation, the identified at least one cue relating to one or more elements of the presented sensory stimulus representation.

128. (Previously presented) The apparatus of claim 125, wherein the computer system is further configured to receive a database comprising a plurality of sensory stimulus representations that are configurable by a user.

129. (Previously presented) The apparatus of claim 128, wherein the database is created by the user.

130. (Previously presented) The apparatus of claim 128, wherein the database is created by a third party.

131. (Previously presented) The apparatus of claim 128, wherein each sensory stimulus representation in the database is associated with an agent that identifies relationships between two or more sensory stimulus representations stored in the database.

132. (Previously presented) The apparatus of claim 125, wherein the classification information comprises ratings, and wherein the computer system is further configured to determine an average rating for a sensory stimulus representation as a function of the ratings.

133. (Previously presented) The apparatus of claim 125, wherein the classification information comprises ratings, and wherein the computer system is further

configured to determine a ranking of one or more of the sensory stimulus representations as a function of the ratings.

134. (Currently amended) The apparatus of claim 125, wherein the computer system is further configured to receive responses from the respondents ~~customers~~ related to one or more of the sensory stimulus representations.

135. (Previously presented) The apparatus of claim 134, wherein at least one response comprises a description of at least one of the sensory stimulus representations in relation to a desired perception.

136. (Currently amended) The apparatus of claim 134, wherein at least one response comprises:

a rationale for ranking a set of one or more sensory stimulus representations against a specific desired perception and an opposite perception; and

a description of an emotion of a respondent ~~customer~~ in response to a sensory stimulus representation.

137. (Cancelled)

138. (Currently amended) The apparatus of claim 125, wherein the computer system is further configured to:

process the classification information;

~~present~~ output from the computer system an initial desired perception and different sensory stimulus representations to be chosen by one or more respondents ~~customers~~ as representatives that reinforce the initial desired perception; and

collect respondent ~~customer~~ observations and rationale for ranking of the chosen sensory stimulus representations.

139. (Currently amended) The apparatus of claim 138, wherein the computer system is further configured to identify a highest-ranked sensory stimulus representation as best representing ~~refine the initial desired perception to represent a more clearly focused desired perception.~~

140. (Currently amended) The apparatus of claim 125, wherein the computer system is further configured to:

create a set of related sensory stimulus representations ~~concepts~~ that leverage the at least one cue perceived by the respondents ~~customers~~ in response to the presented sensory stimulus representation;

~~present~~ output from the computer system a perceptual map using an output ~~device associated with the computer system~~; and

receive input from the respondents ~~user~~ regarding correlation of the set of sensory stimulus representations ~~concepts~~ with the perceptual map.

141. (Currently amended) The apparatus of claim 140, wherein the computer system is further configured to:

analyze the correlation of the set of sensory stimulus representations ~~concepts~~ with the perceptual map; and

refine the correlation of the set of sensory stimulus representations ~~concepts~~ with the perceptual map as a function of the analysis.

142. (Currently amended) The apparatus of claim 125, wherein the computer system is further configured to receive the classification information from at least one respondent ~~customer~~ using a computer terminal in communication with the computer system via a network.

143. (Previously presented) The apparatus of claim 125, wherein the sensory stimulus representation comprises a visual element.

144. (Currently amended) An article of manufacture comprising a computer program carrier readable by a computer system having one or more processors and embodying one or more instructions executable by the computer system to perform a method for managing consumer ~~customer~~ perceptions related to preferences for a plurality of sensory stimulus representations of interest to respondents ~~customers~~ associated with a target focus group, the method comprising:
presenting a sensory stimulus representation through a computer system to a

plurality of respondents having a statistically significant sample size ~~customers~~, the sensory stimulus representation embodying one or more sensory cues that influence human behavior;

inputting by the respondents ~~customers~~ into the computer system classification information representing an actual respondent perception ~~a response~~ elicited in the respondents ~~customers~~ in response to the one or more sensory cues presented to the respondents ~~customers~~, the classification information locating the sensory stimulus representation on at least one dimensional axis representing a range between a desired respondent perception and a differentiated respondent perception conceptually related to the desired respondent perception;

aggregating the classification information input by the respondents ~~customers~~ to derive aggregated classification information representative of respondent ~~customer~~ perceptions; and

correlating the aggregated classification information with the one or more sensory cues using the computer system;

wherein ~~whereby~~ the computer system infers, as a function of a correlation of the aggregated classification information and the one or more sensory cues, a relationship between the sensory stimulus representations and the actual respondent ~~customer~~ perceptions that is potentially not discernable to a human researcher.

145. (Currently amended) The article of manufacture of claim 144,
wherein the method further comprises identifying at least one sensory cue perceived by

the respondents ~~customers~~ in response to the presented sensory stimulus representation, the identified at least one sensory cue relating to one or more elements of the presented sensory stimulus representation.

146. (Previously presented) The article of manufacture of claim 144, wherein the method further comprises receiving, in the computer system, a database comprising a plurality of sensory stimulus representations that are configurable by a user.

147. (Previously presented) The article of manufacture of claim 146, wherein the database is created by the user.

148. (Previously presented) The article of manufacture of claim 146, wherein the database is created by a third party.

149. (Previously presented) The article of manufacture of claim 146, wherein each sensory stimulus representation in the database is associated with an agent that identifies relationships between two or more sensory stimulus representations stored in the database.

150. (Previously presented) The article of manufacture of claim 144, wherein the classification information comprises ratings, and wherein the method

further comprises determining an average rating for a sensory stimulus representation as a function of the ratings.

151. (Previously presented) The article of manufacture of claim 144, wherein the classification information comprises ratings, and wherein the method further comprises determining a ranking of one or more of the sensory stimulus representations as a function of the ratings.

152. (Currently amended) The article of manufacture of claim 144, wherein the method further comprises receiving, in the computer system, responses from the respondents ~~customers~~ related to one or more of the sensory stimulus representations.

153. (Previously presented) The article of manufacture of claim 152, wherein at least one response comprises a description of at least one of the sensory stimulus representations in relation to a desired perception.

154. (Currently amended) The article of manufacture of claim 152, wherein at least one response comprises:

a rationale for ranking a set of one or more sensory stimulus representations against a specific desired perception and an opposite perception; and

a description of an emotion of a respondent customer in response to a sensory stimulus representation.

155. (Cancelled)

156. (Currently amended) The article of manufacture of claim 144,
wherein the method further comprises:

processing the classification information;

presenting ~~outputting from the computer system~~ an initial desired perception and
different sensory stimulus representations to be chosen by one or more respondents
~~customers~~ as representatives that reinforce the initial desired perception; and

collecting respondent customer observations and rationale for ranking of the
chosen sensory stimulus representations.

157. (Currently amended) The article of manufacture of claim 156,
wherein the method further comprises identifying a highest-ranked sensory stimulus
representation as best representing ~~refining the initial desired perception to represent a~~
~~more clearly focused desired perception.~~

158. (Currently amended) The article of manufacture of claim 144,
wherein the method further comprises:

creating a set of sensory stimulus representations ~~concepts~~ that leverage the at least one cue perceived by the respondents ~~customers~~ in response to the presented sensory stimulus representation;

presenting ~~outputting from the computer system~~ a perceptual map using an ~~output device associated with the computer system~~; and

receiving input from the respondents ~~user~~ regarding correlation of the set of sensory stimulus concepts with the perceptual map.

159. (Currently amended) The article of manufacture of claim 158, wherein the method further comprises:

analyzing the correlation of the set of sensory stimulus representations ~~concepts~~ with the perceptual map; and

refining the correlation of the set of sensory stimulus representations ~~concepts~~ with the perceptual map as a function of the analysis.

160. (Currently amended) The article of manufacture of claim 144, wherein the method further comprises receiving the classification information from at least one respondent ~~customer~~ using a computer terminal in communication with the computer system via a network.

161. (Previously presented) The article of manufacture of claim 144, wherein the sensory stimulus representation comprises a visual element.

162. (New) The method of claim 109, wherein each sensory stimulus representation in the database is associated with an agent that identifies relationships between the sensory stimulus representation and a respondent perception.

163. (New) The method of claim 121, wherein receiving input from the respondents regarding correlation of the set of sensory stimulus representations with the perceptual map comprises receiving input from the respondents using a graphical user interface.

164. (New) The apparatus of claim 128, wherein each sensory stimulus representation in the database is associated with an agent that identifies relationships between the sensory stimulus representation and a respondent perception.

165. (New) The apparatus of claim 140, wherein the computer system is further configured to receive the input from the respondents using a graphical user interface.

166. (New) The article of manufacture of claim 146, wherein each sensory stimulus representation in the database is associated with an agent that identifies relationships between the sensory stimulus representation and a respondent perception.

167. (New) The article of manufacture of claim 158, wherein receiving input from the respondents regarding correlation of the set of sensory stimulus representations with the perceptual map comprises receiving input from the respondents using a graphical user interface.